

**Public File
EEO (Equal Employment Opportunity) Report**

Station: WTKR (TV)

List of all full-time vacancies filled during the preceding year (this period represents June 1, 2009 thru May 31, 2010), identified by job title.

JOB TITLE	# OF PEOPLE INTERVIEWED	Referral sources of all interviewees	Referral source(s) of Hiree*
Digital Control Technician	24	WTKR Website/Internal Posting, Daily Press/Career Builder, 7Cities, Local TV Stations & Virginia Pilot/Career Connection	Daily Press/Career Builder Online & WTKR Website
Senior Writer/Producer	7	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, City of Portsmouth, NAACP(Hpt), NSU, STOP, WM, HU, VW	WTKR Employee
Writer/Producer	6	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, City of Portsmouth, NAACP(Hpt), NSU, STOP, WM, HU, VW	WTKR Employee Referral/ WTKR Website
Art Director	4	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs & 7 Cities	WTKR Website/WTKR Management Referral
Graphic Artist	8	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, City of Portsmouth, NAACP(Hpt), NSU, STOP, WM, HU, VW, VEC Norfolk/Portsmouth & CNU	Online Posting/WTKR Management Referral
Production Technician	19	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, 7Cities, TV Jobs, W&M, HU, NSU, VW, City of Portsmouth, Local TV Stations, VEC Norfolk/Portsmouth & Medialine	WTKR Employee Referral, WTKR Employee's & Daily Press
Chief Engineer	6	WTKR, 7 Cities, SBE, Local TV Stations, TV Jobs, Daily Press/Career Builder & Virginia Pilot/Career Connection	WTKR Website, SBE & Management Referral
Technical Operator	5	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, 7Cities, TV Jobs, W&M, HU, NSU, VW, City of Portsmouth, Stop, SBE, Local TV Stations, VEC Norfolk/Portsmouth & Medialine	WTKR Website, SBE & WTKR Employee Referral
Local Sales Manager	12	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TVB, 7Cities, TV Jobs, Spots-n-Dots & Local TV Stations	TVB, Spots-n-Dots & WTKR Management Referral
Internet Sales Director	1	Virginia Pilot/Career Connection, Daily Press/Career Builder, Spots-N-Dots, TVB, 7 Cities, TVJobs, Local TV Stations, WTKR Website/Internal	Daily Press

Account Executive	3	Virginia Pilot, Daily Press, Spots-N-Dots, 7 Cities, TVJobs, Local TV Stations, WTKR Website/Internal	Job Fair Candidate/Applicant
National Sales Assistant	7	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, City of Portsmouth, NAACP(Hpt), NSU, STOP, WM, HU, VW	WTKR Employee Referral & WTKR Website
Local Sales Assistant	4	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, Local TV Stations, AppleOne & Spots-n-Dots	AppleOne
Associate Producer	3	WTKR Website, Virginia Pilot/Career Connection, 7 Cities & TV Jobs	Previous Intern
Editor	1	WTKR Website, Virginia Pilot/Career Connection, 7 Cities, Medialine, NAB, Local TV Stations & TV Jobs	WTKR Employee
Online Producer	5	WTKR Website, Daily Press/Career Builder, Virginia Pilot/Career Connection, Medialine, Local TV Stations & TV Jobs	Previous Intern/WTKR Website
Photojournalist	24	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, City of Portsmouth, NAACP(Hpt), NSU, STOP, WM, HU, VW, Medialine	TV Jobs, Resume on File, WTKR Employee's & WTKR Website
Producer	9	WTKR, Daily Press/Career Builder, 7 Cities, TV Jobs & Medialine	Management Referral/WTKR Employee
Reporter	4	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, TVSpy, Local TV Stations & Medialine	WTKR Website/
Reporter/Photojournalist	4	WTKR, Daily Press/Career Builder, Virginia Pilot/Career Connection, TV Jobs, TVSpy, Local TV Stations & Medialine	Resume On File

“WTKR utilized these sources for all open positions unless indicated otherwise above.”

List of recruitment source(s)* used to fill the above vacancies which include contact information of each source.

Source	Address & Phone #	Contact Person
A.W.R.T.	Old Meadow Road, Suite 500 McLean, VA 22102 703-506-3266	Career Corner/Online Post www.awrt.org (Career Corner/Post Job)
Broadcast Employment Services/ Tvjobs.com	PO Box 4116 Oceanside, CA 92052 www.tvjobs.com 800-374-0119/760-754-8117	Online Post www.tvjobs.com/postjobs
Broadcasting & Cable Magazine	Classified Account Executive 781-734-8427	www.broadcastingcable.com TV Career/Submit a Career
Broadcasting Institute of MD	7200 Harford Road Baltimore, MD 21234 410-254-2770	Justin Rubin jr@bmi.org
Bryant & Stratton	Virginia Beach Campus 301 Centre Pointe Drive Virginia Beach, VA 23462 Phone: 757-499-7900	dmsoutherland@bryantstratton.edu

	Richmond Campus 8141 Hull Street Road Richmond, VA 23235 Phone: 804-745-2444	richmondinfo@bryantstratton.edu
Career Development Christopher Newport University	1 University Place Newport News, VA 23606 757-594-8887	Career Development/Jennifer ocd@cnu.edu or ccap@cnu.edu https://cnu-csm.symplicity.com/
College of William & Mary	P.O. Box 8795 Williamsburg, VA 23185 757-221-3231	Pam Garrette career@wm.edu http://webwm.edu/career/Employer/Postjobs.cfm
Daily Press/Career Builder	7505 Warwick Blvd. Newport News, VA 23607 757-247-4702 Fax 757-928-0354	Jennifer Cunnison jcunison@dailypress.com
ECPI Online	Campuses in Virginia, North Carolina & South Carolina 800-986-1200	Online Post http://www.ecpi.edu/services/jp.cfm
Hampton University	114 Wigwam Building Hampton, VA 23668 757-727-5250/5331	Career Center/Sharon Epps Sharon.epps@hamptonu.edu
Medialine	MediaLine P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073	Online Post www.medialine.com/jobsubmit.htm
NAACP/Chesapeake Branch	PO Box 1531 Chesapeake, VA 23327 757-543-1029	March Cromuel
NAACP/Norfolk Branch	909 B-Marshall Ave. Norfolk, VA 23504 757-627-1096	James L. Rivers naacpnorfolk@verizon.net
NAACP/Virginia Beach Branch	P.O. Box 61114 Virginia Beach, VA 23466 757-490-7799	Georgia Allen
National Association of Broadcasters	1771 N Street NW Washington, DC 20036 202-429-5361	http://broadcastcareerlink.nabef.org/hr/
National Association of Black Journalists	8107-A Adelphi Road Adelphi, MD 20783-1716 301-445-7100	http://careerservices.nabj.org
National Association of Hispanic Journalists	100 National Press Building Washington, DC 20045 202-662-7145	http://nahj.ihispano.com/user/register/comp any
New Journal & Guide	974 Norfolk Sq Norfolk, VA 23502 757-543-6531	Brenda Andrews njguide@gmail.com
Norfolk State University	700 Park Avenue Norfolk, VA 23504 757-823-8462/8600	www.nsu.edu/careerservices/

ODU Career Mgt Center	Webb Center, Suite 2202 Norfolk, VA 23529 757-683-4388	Ebonie Couther ecouther@odu.edu
Regent University	1000 Regent University Drive Virginia Beach, VA 23464 757-352-4127 800-373-5504	lboyd@regent.edu
RTNDA	529 14th Street, NW, Suite 425 Washington, D.C. 20045 202.659.6510 202.223.4007 fax	www.sbe.org
SBE	9102 North Meridian Street, Suite 150 Indianapolis, IN 46260 317-846-9000	www.sbe.org
Spots N Dots	600 West Peachtree Street NW Suite 350 Atlanta, GA 30308 888-884-2630	Emily McKay ads@spotsndots.com sales@spotsndots.com
Stop Organization	2551 Alameda Ave Norfolk, VA 23513 757-858-1360 Fax 757-858-1389	Mona Brown mbrown@stopinc.org
Thomas Nelson Comm College	PO Box 9407 Hampton, VA 23670 757-865-5876	Franz Albertini Career Center albertinif@tncc.edu
Tidewater Community College	1428 Cedar Road Chesapeake, VA 23322 757-822-5125	tforosan@tcc.edu
Tidewater Community College	1700 College Crescent Virginia Beach, VA 23456 757-822-7228	Babi Brock brock@tcc.edu
Tidewater Community College	7000 College Drive Portsmouth, VA 23703 757-822-6999	JOBS@tcc.edu .
Tidewater Technical	2697 Dean Drive Suite 100 Virginia Beach, VA 23462 757-340-2121 ext. 311	Brenda Houck careercvab@sentura.edu
Urban League of Hampton Roads	840 Church Street Suite 1 Norfolk, VA 20510 757-627-0864	Steve Wilson swilson@ulhr.org
Virginia Employment Commission/Hampton	Peninsula Workforce Development Center 600 Butler Farm Road - Suite B Hampton, 23666	hampton@vecvirginia.gov
Virginia Employment Commission/Norfolk	5145 East Virginia Beach Boulevard Norfolk, 23502 757-455-3940	Stephen Larosee Stephen.larosee@vec.virginia.gov
Virginia Pilot Classifieds/ Pilotonline.com		Sameerah.brown@pilotonline.com
WTKR	150 West Brambleton Ave. Norfolk, VA 23510	www.wtkr.com
7 Cities	720 Boush Street Norfolk, VA 23510	www.7cityjobs.com

Virginia Wesleyan	1046 Manchester Ave Norfolk, Virginia 23508 757-455-3200	career_services@vwc.edu
City of Portsmouth	1584 Wesleyan Drive Norfolk, VA 23502 757-453-3337 Fax 757-233-8748	Dee Wright hrm@portsmouthva.gov
Native American Journalists Association	801 Crawford Street Portsmouth, VA 23704 757-393-3826	Jeff Harjo jharjo@ou.edu
National Association of Hispanic Journalists	395 W. Lindsay Norman, OK 73019-4201 405-325-6945	http://Nahj.ihispano.com/user/register/com pany
Virginia Employment Commission/Portsmouth	100 National Press Building Washington, DC 20045 757-547-9717	
TVB	3 East 54 th Street, 10 th Floor New York, NY 10022 212-486-1111 212-935-5631 fax	Job Center Administrator tiphany@tvb.org or arleen@tvb.org
Department of Veterans Affairs	2551 Eltham Avenue, Suite E Norfolk, VA 23513 757-858-5154 Ext. 119	Employment Coordinator, VR&E Anthony Lorusso Anthony.lorusso@va.gov

*None of these sources requested to be on our recruitment list.

LOCAL TV NEWSCHANNEL 3 Broadcast Group Affiliate Stations

Source	Location	Website
KAUT	Oklahoma City, OK	www.upn43.com .
KDVR*	Denver, CO	www.myfoxcolorado.com
KFOR	Oklahoma City, OK	www.kfor.com
KFSM	Fort Smith, AR	www.kfsm.com
KSTU*	Salt Lake City, UT	www.myfoxutah.com
KTVI*	St. Luis, MO	www.myfoxstlouis.com
WDAF*	Kansas City, MO	www.myfoxkc.com
WGHP*	Greensboro, NC	www.myfoxwghp.com

WHNT	Huntsville, AL	www.whnt.com
WHO	Des Moines, IA	www.who.tv
WITI*	Milwaukee, WI	www.myfoxmilwaukee.com
WJW*	Cleveland, OH	www.myfoxcleveland.com
WNEP	Wilkes Barre-Scranton, PA	www.wnep.com
WQAD	Davenport-Rock Island- Moline	www.wqad.com
WREG	Memphis, TN	www.wreg.com
WTVR	Richmond, VA	www.wtvr.com

Total number of interviewees referred by each recruitment source:

Source	Total Interviewed by Source
A.W.R.T.	
Broadcast Employment Services/ TVJobs.com	5
Broadcasting & Cable Magazine	
Broadcasting Institute of MD	
Bryant & Stratton	
Career Development Christopher Newport University	
College of William & Mary	
Daily Press & Career Builder.Com	2
ECPI Online	
Hampton University	
Medialine	1
NAACP/Chesapeake Branch	
NAACP/Newport News Branch	
NAACP/Virginia Beach Branch	
NAB	
NABJ	
National Black Media Coalition	
New Journal & Guide	
Norfolk State University	
ODU Career Mgt Center	1
Regent University	
RTNDA	
SBE	2
Spots N Dots	7
Stop Organization	
Thomas Nelson Comm College	
Tidewater Community College	
Tidewater Community College	
Tidewater Community College	
Tidewater Tech	
Tidewater Technical	
Urban League	
Virginia Employment Commission/Hampton	
Virginia Employment Commission/Norfolk	
Virginia Employment Commission/Portsmouth	
Virginia Pilot Classifieds/ Pilotonline.com & Career Connection	6
WTKR Website	44
7 Cities	
Virginia Wesleyan	
Internal Posting/WTKR Employee	26
Employee/Management/Other Referral	19
Previous Intern/Independent Contractor	5
Resumes on File/Walk-Ins/Station Group EmPLY.	38

Station Outreach Initiatives

- (ii) **Participation in at least four job fairs by station personnel who have substantial responsibility in make hiring decisions.**

Hampton University Career/Internship Fair

September 2008

Attended by: Pamela Weaver, Jennifer Crabtree, Kevin Rafferty, Chris McDonald

Norfolk State University Career/Internship Fair

October 2008

Attended by: Pamela Weaver, Jennifer Crabtree, Kevin Rafferty

Old Dominion University Career/Internship Fair

October 8, 2009

Attended by: Pamela Weaver, Jennifer Crabtree, Kevin Rafferty, Ted Alexander

Hampton University Career/Internship Fair

September 11, 2009

Attended by: Pamela Weaver, Jennifer Crabtree, Kevin Rafferty, Chris McDonald

- (iv) **Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities.**

a. Barbara Ciara

- Thomas Nelson Community College – MLK Banquet – featured speaker
- WCTV interview segment – featured guest discussing journalism and duties and career on NewsChannel 3
- Youth Conference at Booker T. Washington High School – featured speaker
- HRBMP scholarship luncheon – featured speaker

b. Patrick Rockey

- Chesapeake Bay Academy – School Visit

- (v) **Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.**

- a. The NewsChannel 3 Internship Program is designed to supplement college classroom lessons with hands-on experience in television news, production, sales, administration, engineering and promotions/marketing. The program is offered to students who have completed their sophomore year of college, and will receive credit from the college or university for the internship. Students are recruited directly from all of the local colleges and universities, as well as through the Internship Bible, a national listing of internship opportunities across the country. Students can also log on to our website, wtkr.com, for information about the internship program.

Listed below are the local colleges and universities that participated in internship:

Summer 2008 Program we had 5 participants.

- University of Virginia: 1
- North Carolina State University: 1
- Norfolk State University: 1
- Hampton University: 1

Fall 2008 Semester, we had 2 participants.

- Academy Art University: 1
- Old Dominion University: 1

Spring 2009 Semester, we had 3 participants.

- Hampton University: 1
- Norfolk State University: 1
- Christopher Newport University: 1

Summer 2009 Program we had 7 participants.

- University of Virginia: 1
- Old Dominion University: 1
- Virginia Commonwealth University: 1
- Boston University: 1
- Longwood University: 2
- Elizabeth State University: 1

Fall 2009 Semester, we had 7 participants.

- Winston-Salem State University: 1
- Old Dominion University: 1
- Virginia Commonwealth University: 1
- University of the Incarnate Word: 1
- Norfolk State University: 1
- Hampton University: 2

Spring 2010 Semester, we had 2 participants.

- Hampton University: 1
- Norfolk State University: 1

(vi) Participate in general (as opposed to vacancy-specific) outreach efforts such as job banks and internet programs.

- a. Station Controller quarterly participate in ECPI Employer advisory board and periodically sits on Employer panel that assists students with mock interviews and other job preparation skills.
- b. Taking Action/Getting a Job - Taking Action Getting A Job is a NewsChannel 3 project done in conjunction with the Virginia Employment Commission and the North Carolina Employment Security Commission. Every day during the 6am and 11pm newscasts, NewsChannel 3 promotes a specific job or group of jobs available in Virginia and North Carolina. Viewers are directed to wtkr.com and links to each state's job data base. NewsChannel 3 chooses the jobs to profile and strives to promote a variety of jobs requiring diverse skills, experience and education as well as offering a wide range of salaries. It is a service provided to WTKR NewsChannel 3 viewers in this economic recession. And every day it is in the top 3 most clicked stories on wtkr.com.

(xiv) Providing training to management level personnel on methods of ensuring equal employment opportunity and preventing discrimination

- a. Controller and Benefits/Payroll Administrator are members of SHRM and receive weekly newsletter with topics including EEO, harassment and discrimination issues. Information is disseminated to supervisors as deemed necessary.
- b. Controller attended 2010 MFM conference and attended sessions that covered a wide array of topics including Personnel and HR issues.